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SOURCE Jen-min Jih-pao.

GOVERNMENT REORGANIZES PUBLISHING INDUSTRY
TO FACILITATE DISTRIBUTION OF PUBLICATIONS

Plans for the publishing industry in China for 1951, which were drafted by the General Publications Administration of the Central People's government on 5 January 1951, and amended and approved by the Committee of Culture and Education of the Government Administration Council on 14 February 1951, are as follows:

General

1. Plans for 1951 will be carried out in accordance with the directive, "Improvement and Development of the Publishing Industry," issued by the Government Administration Council, and the decisions made at the first conference of representatives of the All-China Publishers held in September 1950. The 1951 plans call for the completion of the division and reorganization of the industry into three specialized fields of publishing, distributing, and printing, both in state-owned and privately owned companies. This is to assure a more thorough utilization of books and periodicals for the education of the masses.

2. All publications to be published in 1951 will concentrate on the promotion of patriotism and internationalism among the masses, and intensification of anti-US and antiaggression propaganda. At present, to coincide with prevailing international and domestic situations, emphasis will be placed on the anti-US aggression in Korea, resolutions of the World Peace Preservation Committee, and other subjects which will help to build up national defense and the national economy.

3. To meet the demand for materials for training cadres and education of factory workers, farmers, and military personnel, and to supply study halls and libraries throughout China for the masses, a large number of primary and middle-school textbooks, reading materials on culture and government administration, and books and magazines in various other fields shall be published during 1951.

- 1 -

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4. Although plans for 1951 are to consolidate what has been accomplished during 1950, some changes will be made, such as moving part of the publishing industry from the coastal areas to the Northwest and Southwest regions.

Publication

5. Increase the number of new books to be published during 1951 by 50 percent over 1950, and the total volume of new and old books to be published by 100 percent, or attain total publication of 530 million copies of books, textbooks, and periodicals.

6. Complete publishing the "Selected Works of Mao Tse-tung."

7. Publish books on Chinese history and geography, modern sciences in China, and modern and ancient Chinese literature.

8. Publish translations of outstanding books on Marx, Engels, Lenin, and Stalin, and translations on Leninism.

9. Publish books, handbooks, pictures, cartoons, and pictorial magazines on patriotism, internationalism, anti-imperialism, and antiaggression.

10. Translate all important foreign scientific and research publications by organizing all foreign-language translators in China to contribute toward the cultural and economic construction of China.

11. The Jen-min Ch'u-pan She (People's Publishing Company), which will be changed to the Cheng-chih Ch'u-pan She (Political Publishing Company), along with its branches in various areas, will publish the majority of the political materials.

12. The Jen-min Chiao-yu Ch'u-pan She (People's Education Publishing Company), established by combining the North China Joint Publishing Company and the Shanghai Joint Publishing Company, will publish all primary and middle-school textbooks, and coordinate the supply of all textbooks for the primary and middle schools in China.

13. Strengthen and develop existing state-owned publishing companies throughout China, especially the Kung-jen Ch'u-pan She (Workers Publishing Company) and the Ch'ing-nien Ch'u-pan She (Youth Publishing Company); establish state-owned or joint state-owned and privately owned Wen-hsueh Ch'u-pan She (Literary Publishing Company) and Mei-shu Ch'u-pan She (Art Publishing Company); and exert special efforts toward developing local branches of the Jen-min Ch'u-pan She and establishing and developing the Min-tsu-yu-wen Ch'u-pan She (Minority Languages Publishing Company).

Distribution

14. Organize extensive distribution of a large number of the "Selected Works of Mao Tse-tung" throughout China.

15. Improve distribution of primary and middle-school textbooks to assure thorough and timely distribution throughout China.

16. Unify the operation and control of the state-owned New China Bookstores (Hsin-hua Shu-tien) throughout China and make them sole distributors of all government and private publications. In conjunction with the joint state-owned and privately owned China Chung-kuo T'u-shu Fa'hsing Kung-ssu (Publications Distributing Company) established by combining the distribution sections of five publishing companies of the San-lien, Chung-hua, Shang-wu, K'ai-ming, and Lien-ying, and other large and small distributing agencies, including post offices and cooperatives, establish a distribution network throughout China.

- 2 -

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17. Establish distributing agencies in villages, factories, military units, organizations, and schools, especially in remote areas, to induce more people to read.

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- 3 -

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